

Organ plays at 9, 11, 11.55 and 4.50.  
Chimes at Noon

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER  
Fair

# April Will Go Out at Wanamaker's in a Bustle of Busy-ness

**A Young Man Once Went for Advice to His Intimate Friend**  
who was a college graduate and a great student, and this is

**A Part of the Conversation**

which actually took place.  
Question—"What are your methods of reading?"  
Mr. Beecher's reply—"I read for three things: first, to know what the world has done in the last 24 hours and is about to do today; second, for the knowledge which I want to use in my work; and third, for what will bring my mind into a proper mood."  
Question—"What plan would you recommend to a young man for preserving the results of his reading? Have you yourself pursued any method to develop the power of retaining the subject matter you read—which is a very important thing? Have you any plan for marking books, journalizing, or copying the pith of what you read?"

The answer to this question tomorrow, A speech may "have too much middle to it." So may a book or an advertisement. All the things we do in this store we do in the best way we know, that people shall not be disappointed in our assortments; therefore, many changes take place every 24 hours, and we like to arrange everything so that our patrons shall not be tired.

[Signed] *Joe Wanamaker*

April 29, 1919.

**Three Georgette Crepe Waists**

A style with a shallow neck, the tiniest of tucks, steel beads and long sleeves, at \$15. This may be had in navy, white or sunset.

Next a white Georgette waist with a flat roll-collar, embroidered and trimmed with imitation Venise. \$13.50.

A waist without an atom of ornament, except its self-jacks across shoulders, panel front and cuffs. It may be had in white, flesh, League blue and bisque for \$5.50.

(Third Floor, Central)

**Well-Tailored Tweed Sports Suits for Older Girls**

Such suits as these of roughish tweeds are immensely practical for school, for shopping, for traveling or country wear, for they will stand no end of service, do not rumple easily and always look well.

Some are in the jaunty Norfolk style, some suits have the inverted pleat in the back, most all are belted, and there are plenty of pockets in each jacket.

All are well cut and tailored, and prices start at \$25 for a group of suits that are uncommonly good at this price and go on up to \$38.50 and \$42.50.

14 to 20 year sizes.

(Second Floor, Chestnut)

**Girls' Riding Habits for Spring and Summer**

To get just the kind of habits we want, we had these cut and tailored in our own workrooms, and we are very proud of them.

Quite a few are of firm linen crash in the natural color, but there are other habits of khaki, of covert, of tweed and mixed materials in brown and tan shades.

They are very well tailored; are extremely good-looking, and will fit satisfactorily. \$15 to \$45—and there are 8 to 29 year sizes.



(Second Floor, Chestnut)

**New From Paris—Spangled and Beaded Scarfs**

Very beautiful ones of white or black net scintillating with hundreds of sequins or beads. And Paris, with her love of originality, has made the ends rounded or pointed as well as square.

You will scarcely see such scarfs elsewhere, because our representative bought them in Paris and we imported them ourselves.

They would transform and beautify any kind of an evening gown, and they make delightful gifts to give a young girl. They are \$17 to \$35.

(Main Floor, Central)

**Crisp, Cool Organdies for the Loveliest of Frocks**

Nothing else is so dainty or makes up into such enchanting Summer dresses for afternoons and evenings. White organdie is an especial favorite for graduation dresses, sashes and collars.

In colors there are exquisite tints of orchid, apricot, pale green, blue, lavender, maize and others. Many prices come in between 38c and \$1.25 a yard.

(First Floor, Chestnut)

**Embroidered Naval Insignia for Middies and Other Garments**

such as boys' and girls' suits, coats and regulation suits and dresses, may be found in the Dress Trimming Store.

There are silver anchors, chevrons, eagles, bars, gold stars and all the other decorations, and the prices start at 8c for stars and go on up to \$1.50 for a complete set of chevron and bars.

**A Dozen Blues in Bead Necklaces**

They start at the lovely turquoise blue and go all the way down the list through China blue, French blue and old blue to the deep rich blue of the imitation lapis lazuli.

There are beads of many shapes and sizes, and sometimes they are used alone, sometimes combined with cunningly fashioned metal beads and ornaments.

50c to \$11.  
(Jewelry Store, Chestnut and Thirtieth)

(Main Floor, Central)

**Men's Inexpensive Brief Cases**

A lot of good brown cowhide brief cases has just been unboxed. They have one, two or three compartments and can be depended on for service. The prices are \$6.50, \$7.50 and \$8.50.

If a man wants something finer he can choose from seal and walrus leathers at prices all the way up to \$35.

(Main Floor, Chestnut)

**Many Brides Would Prefer Boudoir Silver**

And there is a great deal of it being given as wedding gifts this Spring by the bride's women friends and others who like the personal touch that such a gift has.

One very nice thing about boudoir silver is that people who don't feel like giving the entire set at once may choose certain pieces and complete the set at future times.

We have many beautiful sets of sterling silver toilet pieces in standard patterns that may be ordered whenever convenient.

La Belle  
La France  
Mt. Vernon  
Cabinal Bend  
Evangeline  
Virginia

The entire set of from 12 to 18 pieces may cost from \$75 to \$150.

(Jewelry Store, Chestnut and Thirtieth)

**150 Women's Serge Dresses at Late-Season Prices \$15, \$20 and \$25**

Most of them are odds and ends of our own stocks reduced; a few are just in from the manufacturer, who is turning his attention to thinner fabrics.

Some are tailored, some braid trimmed, a great many are the so-much-liked chemise style. Nearly all of them are navy—a few only being black. Nothing is more useful for between-season wear, or prettier with one of the graceful tricolette scarfs round the neck in place of jacket or fur.

All sizes in the lot.

Prices \$15, \$20 and \$25.

(First Floor, Central)

**All That's New and Correct in the Realm of Mourning Millinery**

has a place in the quiet Gray Salon on the Second Floor, where the Mourning Millinery is shown.

There are new hats for Spring and Summer—dainty hats of Georgette and silk, in new shapes.

There are fine dress hats of horsehair.

There are plain tailored hats and small hats for general wear. And with them are shown the new veils and accessories.

(Second Floor, Chestnut)

**Keep on Wearing Your Fur Neckpiece—But Put the Muff in Storage**

It isn't wise to take any risks by leaving it within reach of the moth.

If you like, we will be glad to call for your furs, and will send a box for them—and keep them safe in the great, cool Fur Vault.

And there are no charges till you take the furs out at the end of the season.

(Third Floor, Central)

**Developing and Printing**

of Kodak films has been a specialty of this Store for years. The work is given to skilled people who try to get the best possible results from every roll left with us.

(Main Floor, Chestnut)

**Savings on Stockings for All in the Family**

The men's and children's socks are new lots, just received. The women's stockings are a second shipment of hose that sold out rapidly in the special sale of the past two days.

**Women's Stockings**

\$1 for full-fashioned black silk hose with cotton tops and soles.

**Men's Half Hose**

25c for black mercerized cotton, "seconds."

**Children's Hosiery**

20c for fancy top mercerized cotton socks, "seconds."  
35c, 3 pair for \$1, for black ribbed mercerized cotton stockings.

(West Aisle)

**The Glove Store Is Having a Little Clearaway and Here's What \$1.15 Will Buy—**

Washable capeskin gloves. Imported kid and lambskin gloves. They are gloves for women, of course, and every pair is a grade ordinarily sold for 50c or 60c more.

Black, white and colors are included. Many styles, broken sizes, but all sizes in the collection.

(West Aisle)

**Children's French Dresses That Have Lost Their Freshness and First Prices**

and are now marked \$5 to \$15 each, are the fine hand-made things we brought from abroad, for little 2 to 6 year girls.

All the dresses are of fine white stuffs and are every bit hand made. Usually they are embroidered, too, and some few are lace trimmed.

There are straight dresses and dresses with little short waists—and there is really quite a variety of styles from which to choose.

(Third Floor, Chestnut)

**Little Guimpes and Shirtwaists for Little Girls**

to wear with their separate skirts or suspender dresses, are in 6 to 14 year sizes and some brand-new styles.

Some are of fine white batiste or lawn, with collars and trimming in front showing a bit of color; some are shirred or smocked, some are feather-stitched by hand and some have frills to finish their round necks. And there's even one style of colored dotted Swiss with white frills.

Some fasten in front, some in back. \$3 to \$5.50.

(Third Floor, Chestnut)

**Good Suits in Good Selection for the Boys**

From \$18 to \$38 the choice is very good in rich, attractive chevrons in gray, brown and greenish mixtures, every suit being excellently modeled and tailored with special care.

The higher-priced suits are as fine examples of boys' ready-to-wear suits as we have ever seen, but all are good and dependable. Sizes for boys of 8 to 18 years.

(Second Floor, Central)

**New From the Press**

"Twelve Men." by Theodore Dreiser. \$1.75. Twelve studies of typical American and very appealing characters.

"The Paliser Case." by Edgar Saltus. \$1.60.

(Main Floor, Thirtieth)

**Riding Boots for Women**

The Exclusive Little Boot Shop is showing them of tan or black Russia calf, with straight legs and flat toes without boxes, the price being \$25.

(First Floor, Market)

**A Pretty Showing of English Dinner Sets for Summer Homes**

The spirit of the Summer home is reflected in these pretty wares—in their bright, gay colors and cheerful patterns. We show a variety which, we feel, has been chosen with judgment, affording as it does such a good selection of colors, and patterns, all of them distinctive and yet all in such good harmony with the cheeriness and picturesqueness of glorious Summer days.

Complete sets of 107 pieces are priced from \$45 to \$125, but people needing smaller assortments can choose any number



of pieces to suit their particular requirements, these being "open stocks."

The selection of American sets for Summer homes is also remarkably good at prices ranging from \$25 upward.

(Fourth Floor, Chestnut)

**The World's Debt to the Young Men—Also the Tailor's**

The world now has good reason to know how much it has to depend upon the young men. In the last resort they are the only people who matter.

By the very force of circumstances they have taken on a new dignity and it has come upon them in a way that nobody can question or gainsay. When it comes to a question of buying new clothes, the store that is good enough for a young man's father is not necessarily good enough for him.

We feel that this is a clothing store good enough for both, but we are always trying to make it better.

Our special aim has been to make it the best store for young men to come to for their new suits; and we believe anybody who judges fairly the young men's suits we have to show must admit that at least there are none better for the money anywhere, if there are any as good.

In a word, young men, your kind of Spring suits are here—if they weren't, we wouldn't say so.

Prices from \$28 to \$50.

(Third Floor, Market)

**A Man's New Brogue Oxford at a Moderate Price**

\$10 is the price, and most such shoes are several dollars more.

This is of dark mahogany calfskin, with a toe that is full and comfortable yet shapely. It has wing tip, much perforation and saw tooth pinking and is a wide-shank style with low, pegged heel.

(Main Floor, Market)

**Now the Men's Finished Panama Hats Are Ready**

Ready to wear whenever a man wants one and certain to make a good appearance. Alpine, telescope, sailor and natural shapes and all fine, selected hats from Ecuador, Peru and Colombia.

Choosing is best now while stocks are complete. Prices \$5 to \$50.

(Main Floor, Market)

**Bluebird Batiste for Lingerie Garments**

In pink, pale blue or white, but always there are the bluebirds for happiness scattered over the surface.

It is much used for Summer undergarments, and it is wonderfully pretty and dainty for little children's clothes.

It washes very well, is 38 inches wide and only 38c a yard.

(First Floor, Chestnut)

**Domestic Rugs That Will Give Satisfaction**

And that are all excellent values at the prices marked on them.

**Tapestry Brussels Rugs**

9x12 ft., \$18.75, \$27.50 and \$32.50.

**Body Brussels Rugs**

9x12 ft., \$51. 8.3x10.6 ft., \$45.

**Axminster Rugs**

9x12 ft., \$52.50 and \$58.50. 36x72 in., \$8 and \$9.

4.6x6.6 ft., \$15 and \$16.75. 36x63 in., \$7.25.

27x54 in., \$4.75 and \$5.25.

**Wilton Rugs**

9x12 ft., \$72.50.

4.6x7.6 ft., \$24.50, \$37.50 and \$40.

36x63 in., \$13.50, \$14.50 and \$19.

27x54 in., \$10 and \$12.

(Seventh Floor, Chestnut)

**A Golden Opportunity to Choose a Beautiful Suit of Furniture at One-Third Under Standard Price**

The dining-room and bedroom suits in the \$50,000 purchase, of which we are disposing at savings of one-third, are of the kind which a furniture store of this kind is always glad to have for selling at the full, regular prices.

They belong to one of the particularly fine makes of furniture turned out in this country—one of those makes which has an acknowledged standard value.

The only reason why we have been able to secure such

a beautiful collection of these suits to sell at one-third less than their standard value is because certain after-the-war changes are being made in the factory, and the regular prices of these suits simply had to give way.

We show them in a special grouping on the Fifth Floor, Chestnut, where you will also find a charming selection of living-room suits in our own assortments, to harmonize with their beauty and attractiveness and also in economies.

**A Few of the Beautiful Dining-Room Suits at Savings of One Third**

\$378 for a 10-piece mahogany-and-gold dining-room suit, William and Mary. Has an oval table, 50x62 inches, a six-foot buffet and the chairs have cane seat and back.

\$667 for a 12-piece figured mahogany dining-room suit. The oblong table is 50x62 inches. The buffet is 72 inches. The design is Chinese Chippendale.

\$360 for a 10-piece dining-room suit in figured walnut and gold. The oval table is 49x62 inches, the buffet has serpentine front with rounded ends. The chairs have cane seat and back.

\$827 for a 10-piece dining-room suit. This suit is an excellent copy of Queen Anne, and is beautifully executed in figured mahogany.

\$1585 for a 12-piece walnut dining-room suit. The panels are of a beautiful figured burr wood. The style is Elton.

The sideboard is 90 inches long. The 54-inch round table has a 10-foot extension. Choice of covering on chairs.

\$590 for a 10-piece American walnut dining-room suit, Georgian style. The oval table is 50x62 inches. Choice of upholstery on chairs.

**Bedroom Suits**

\$457 for a 7-piece French gray bedroom suit with full size bed.

\$403 for a 9-piece mahogany bedroom suit, Queen Anne design.

\$515 for a 5-piece mahogany bedroom suit, with Georgian influence.

\$329 for a 5-piece American walnut bedroom suit, Queen Anne.

\$437 for an 8-piece mahogany bedroom suit, Chinese Chippendale design.

\$508 for a 7-piece antique ivory bedroom suit, Adam design, with twin beds.

(Fifth Floor, Chestnut)

